IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

In re application of: Michael Neal et al. Attorney Docket No.: DEM1P007

Application No.: 09/888,340 Examiner: NELSON, Freda Ann

Filed: June 22, 2001 Group: 3628

Title: PRICE OPTIMIZATION WITH RULE Confirmation No.: 7213

RELAXATION

FILED VIA EES

PRELIMINARY AMENDMENT

Mail Stop: RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

March 25, 2009

Dear Sir:

In response to the Office Action mailed November 25, 2008, please amend the above identified patent application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.